



Logo Style and Use Guidelines

June 2001

Logo Style and Use Guidelines

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Introduction

To effectively promote the Virginia Workforce system, we must consistently reinforce and strengthen the Virginia Workforce brand identity and professional image.

The logo represents the image of the Virginia Workforce Network.

This guide will outline how, when, and in what graphic format the logo should be used.

Logo Style and Use Guidelines

Clear Zone Spacing

A clear zone equivalent to the height of the "W" must surround the overall logo and its elements, no matter how it is reproduced. The underline bar extends to the far left side of the clear zone. This same clear zone pertains even when the logo is reversed. The reverse portion of the logo must fill the entire clear zone.



Do not change the proportions of the logo elements. You may enlarge or reduce them proportionally with each other, but you must not condense or expand any of the elements.



Logo Style and Use Guidelines

Logo Reproduction—PMS Spot Colors and 4-Color Process Screen Builds

PMS Spot Colors—dark blue background

Used in all spot color settings where absolute PMS colors can be specified.

PMS 540 (dark blue)—background

PMS 8640 (metallic gold)—"VIRGINIA," state silhouette, line, and "NETWORK" (or "CENTER")

Paper—"WORKforce"



4-Color Process Screen Builds—dark blue background

Used in all 4-color process settings.

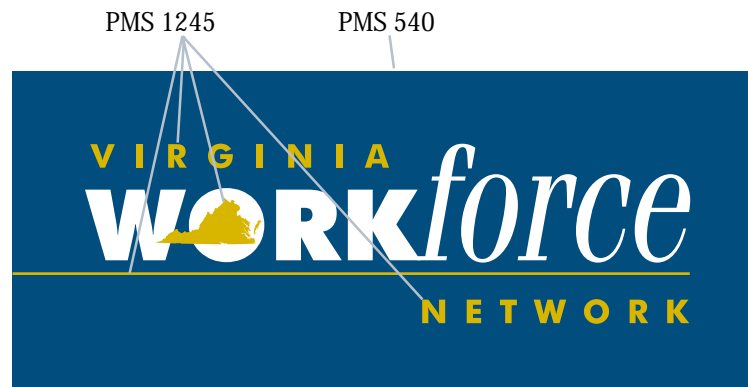
PMS 540 (dark blue)—background

(4-color process screen-build equivalent: 100% cyan, 47% magenta, 0% yellow, 47% black)

PMS 1245 (golden yellow)—"VIRGINIA," state silhouette, line, and "NETWORK" (or "CENTER")

(4-color process screen-build equivalent: 0% cyan, 27% magenta, 100% yellow, 18% black)

Paper—"WORKforce"



Logo Style and Use Guidelines

Logo Reproduction—PMS Spot Colors and 4-Color Process Screen Builds

PMS Spot Colors—white background

Used in all spot color settings where absolute PMS colors can be specified.

PMS 540 (dark blue)—"WORKforce"

PMS 8640 (metallic gold)—"VIRGINIA," state silhouette, line, and "NETWORK" (or "CENTER")



4-Color Process Screen Builds—white background

Used in all 4-color process settings.

PMS 540 (dark blue)—"WORKforce"

(4-color process screen-build equivalent: 100% cyan, 47% magenta, 0% yellow, 47% black)

PMS 1245 (golden yellow)—"VIRGINIA," state silhouette, line, and "NETWORK" (or "CENTER")

(4-color process screen-build equivalent: 0% cyan, 27% magenta, 100% yellow, 18% black)



Logo Style and Use Guidelines

Color-Separated Logo Elements for Print Reproduction

These are color-separated elements of the Virginia Workforce Network logo, to be used by printers and graphic designers for print reproduction.

Logo elements to be printed in PMS 540 (dark blue)

WORK*force*



Logo elements to be printed in PMS 1245 (golden yellow) or PMS 8640 (metallic gold)

V I R G I N I A



N E T W O R K

V I R G I N I A



N E T W O R K

Logo Style and Use Guidelines

Black and White Reproduction

Use in print settings where black ink is specified on white stock. Maintain the clear zone, whether logo is printed as black text on a white background or as white text on a black background.



Logo Style and Use Guidelines

Workforce Centers Paperwork Alignments and Information for Printing

Format of the Name of the Local Virginia Workforce Center Office

The name of the Virginia Workforce Center
should always be shown as:

Virginia Workforce Center

The only exception is when the Virginia Workforce Center is housed in another facility.

Examples:

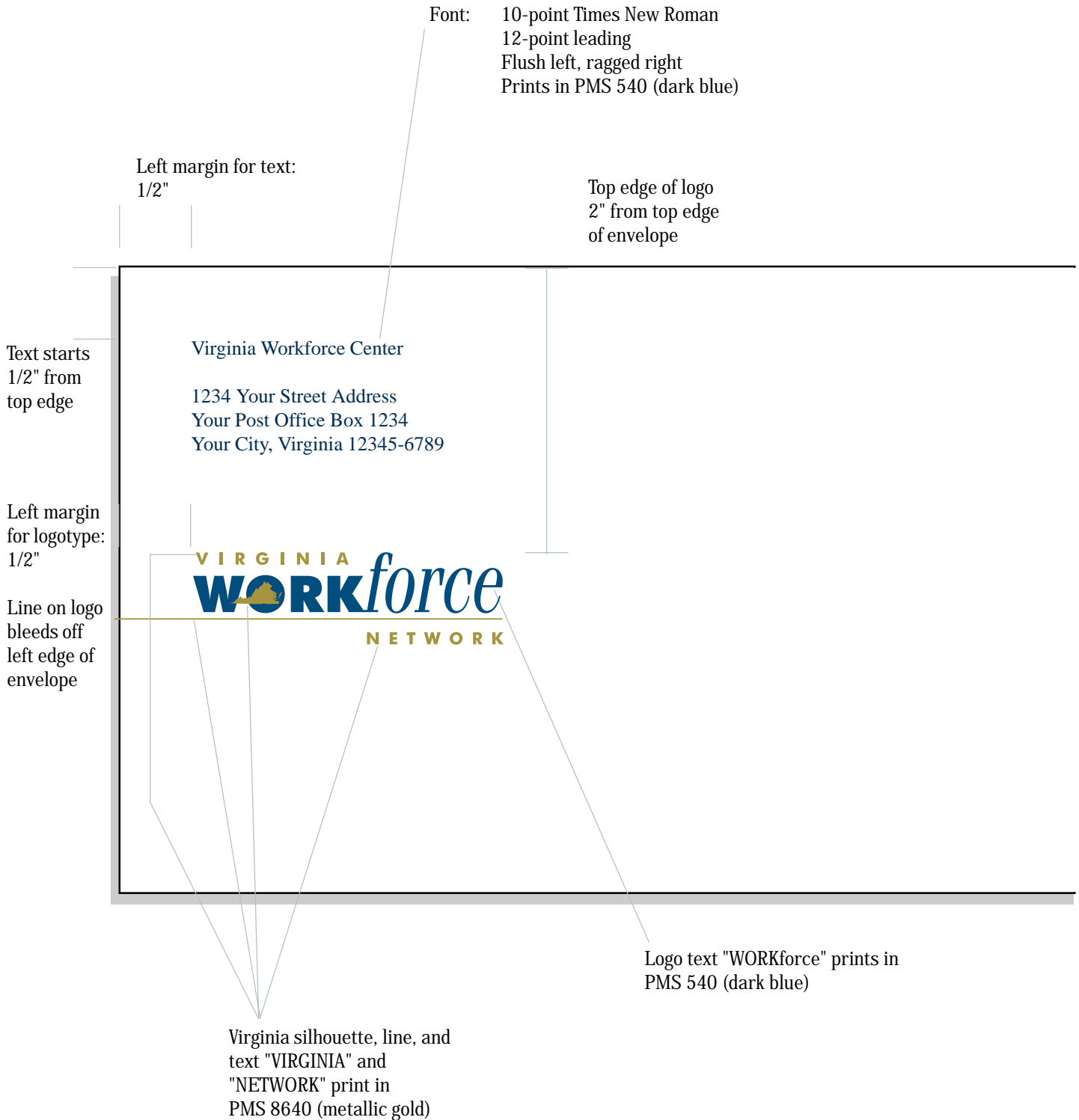
Virginia Workforce Center at
the (Local) Government Center

Virginia Workforce Center at
the (Local) Community College

Logo Style and Use Guidelines

Virginia Workforce Center

Envelope: 9 1/2" × 4 3/8" (standard No. 10)



Logo Style and Use Guidelines

Virginia Workforce Center Letterhead: 8 1/2" × 11"

Line in logo
extends across
page to bleed off
left edge

Font: 10-point Times New Roman
12-point leading
Flush left, ragged right
Prints in PMS 540 (dark blue)

Top edge of logo
3/4" from top edge
of letterhead

Virginia Workforce Center

1234 Your Street Address
Your Post Office Box 1234
Your City, Virginia 12345-6789

Phone (123) 456-7890
Fax (123) 456-7890
www.vaworkforce.com

VIRGINIA
WORKforce
NETWORK

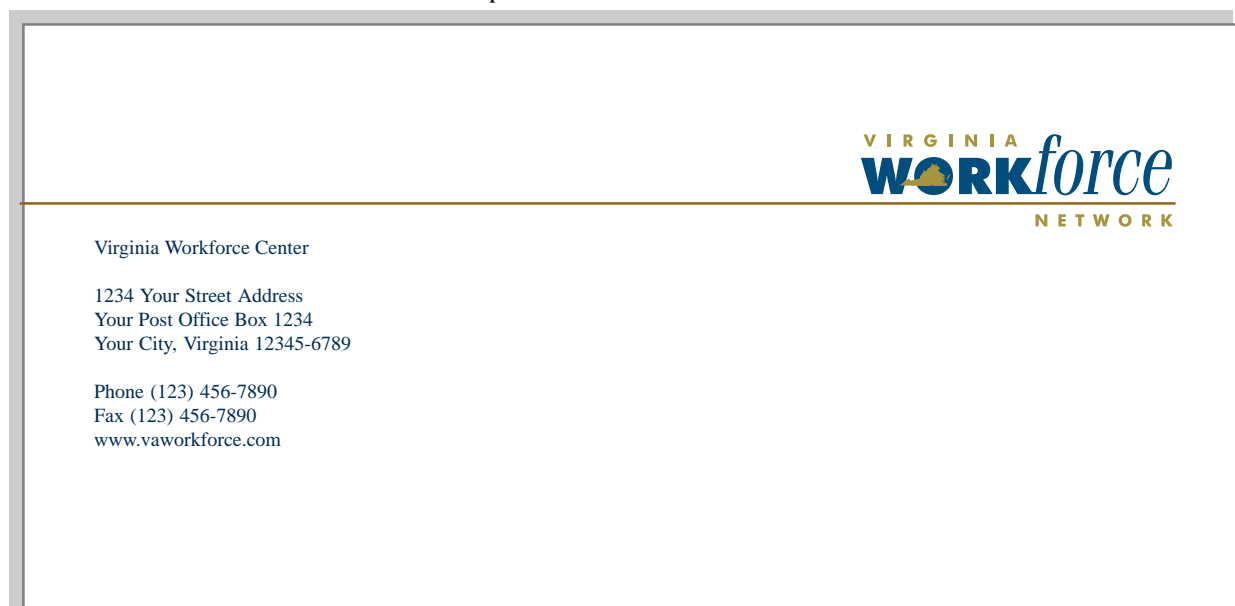
Virginia silhouette, line, and
text "VIRGINIA" and
"NETWORK" print in
PMS 8640 (metallic gold)

Logo text "WORKforce" prints in
PMS 540 (dark blue)

Right margin
for logo:
1/2"

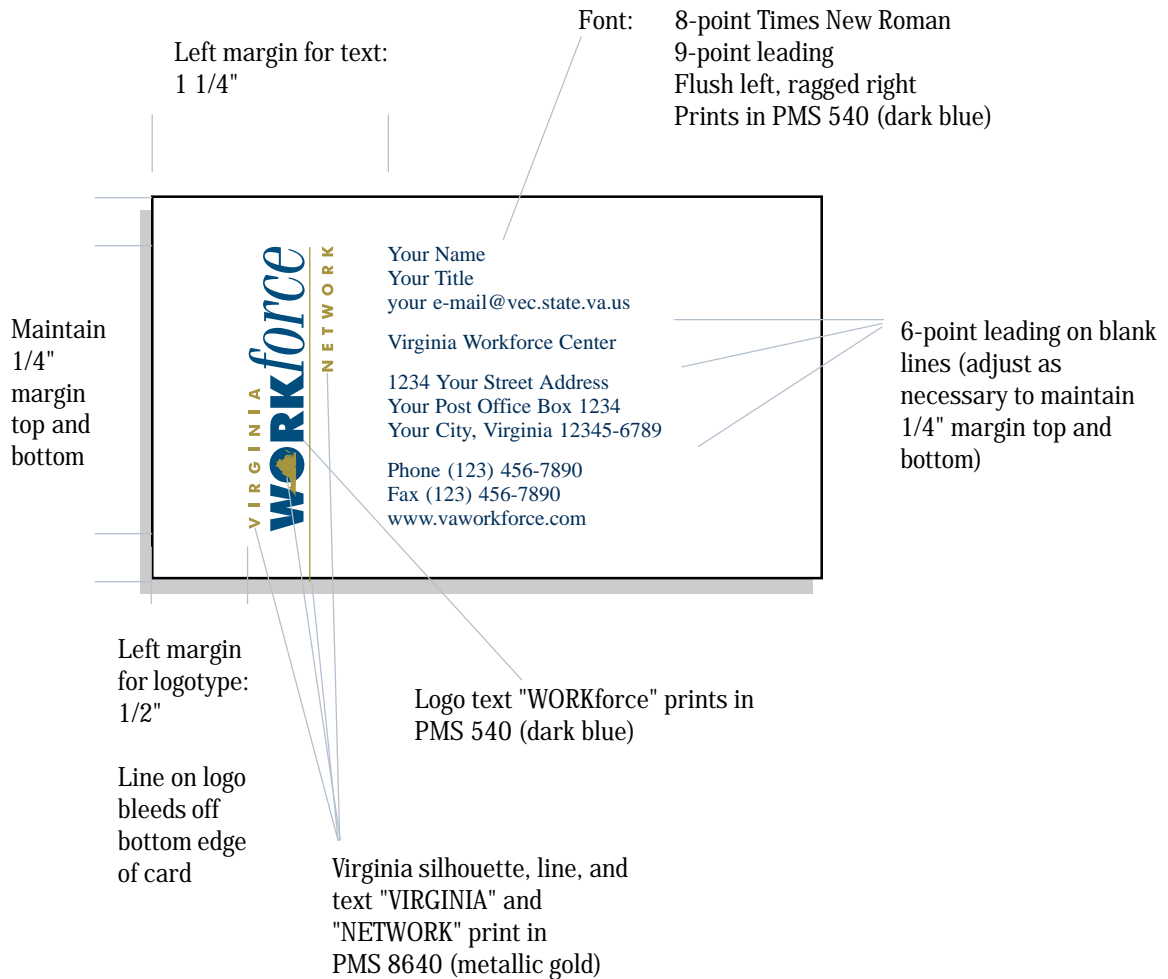
Left margin for text:
1/2"

Sample of letterhead at 75%



Logo Style and Use Guidelines

Virginia Workforce Center Business Card: 3 1/2" × 2"



Logo Style and Use Guidelines

Virginia Workforce Center Sample Letterhead, Envelope, and Business Card

Samples are at 75% of actual size



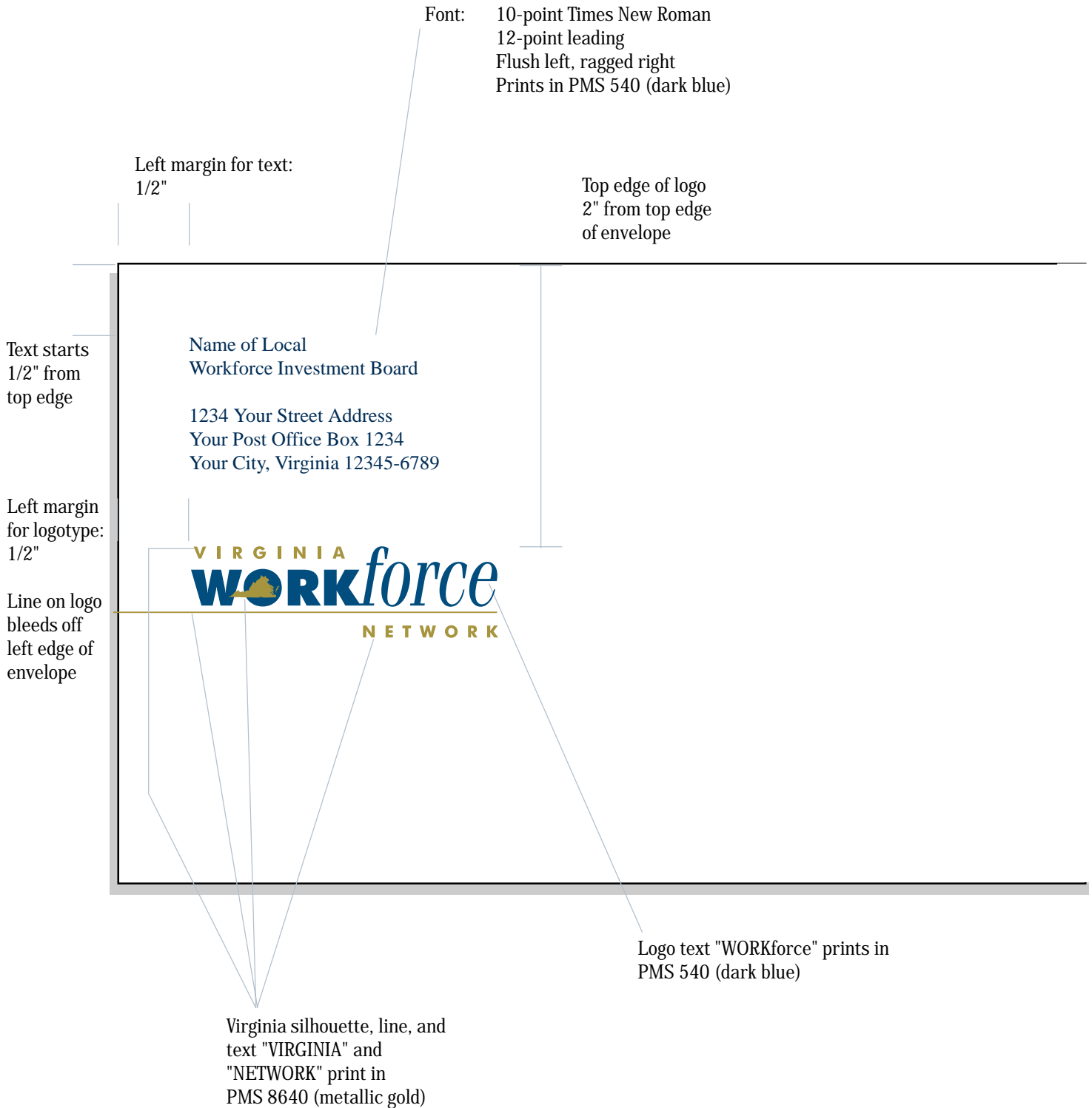
Virginia Workforce Center

963 East Stuart Drive
Post Office Box 1398
Galax, Virginia 24333-1398



Logo Style and Use Guidelines

Local Workforce Investment Boards
Envelope: 9 1/2" × 4 3/8" (standard No. 10)



Logo Style and Use Guidelines

Local Workforce Investment Boards

Letterhead: 8 1/2" × 11"

Line in logo
extends across
page to bleed off
left edge

Font: 10-point Times New Roman
12-point leading
Flush left, ragged right
Prints in PMS 540 (dark blue)

Top edge of logo
3/4" from top edge
of letterhead

Name of Local
Workforce Investment Board

1234 Your Street Address
Your Post Office Box 1234
Your City, Virginia 12345-6789

Phone (123) 456-7890
Fax (123) 456-7890
www.vaworkforce.com

VIRGINIA
WORKforce
NETWORK

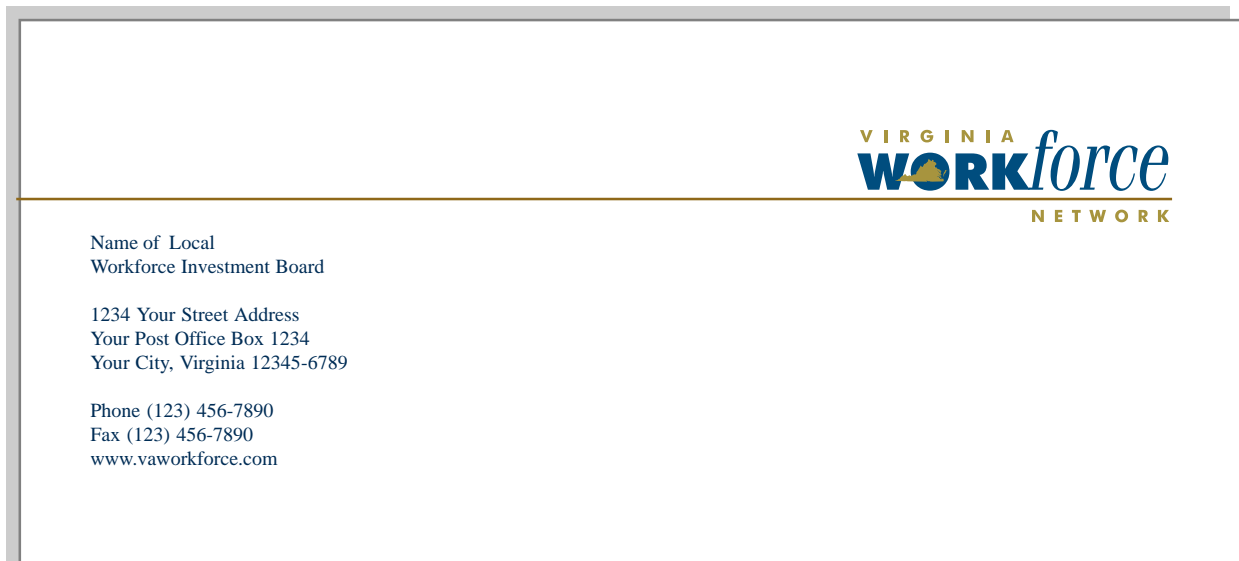
Virginia silhouette, line, and
text "VIRGINIA" and
"NETWORK" print in
PMS 8640 (metallic gold)

Logo text "WORKforce" prints in
PMS 540 (dark blue)

Right margin
for logo:
1/2"

Left margin for text:
1/2"

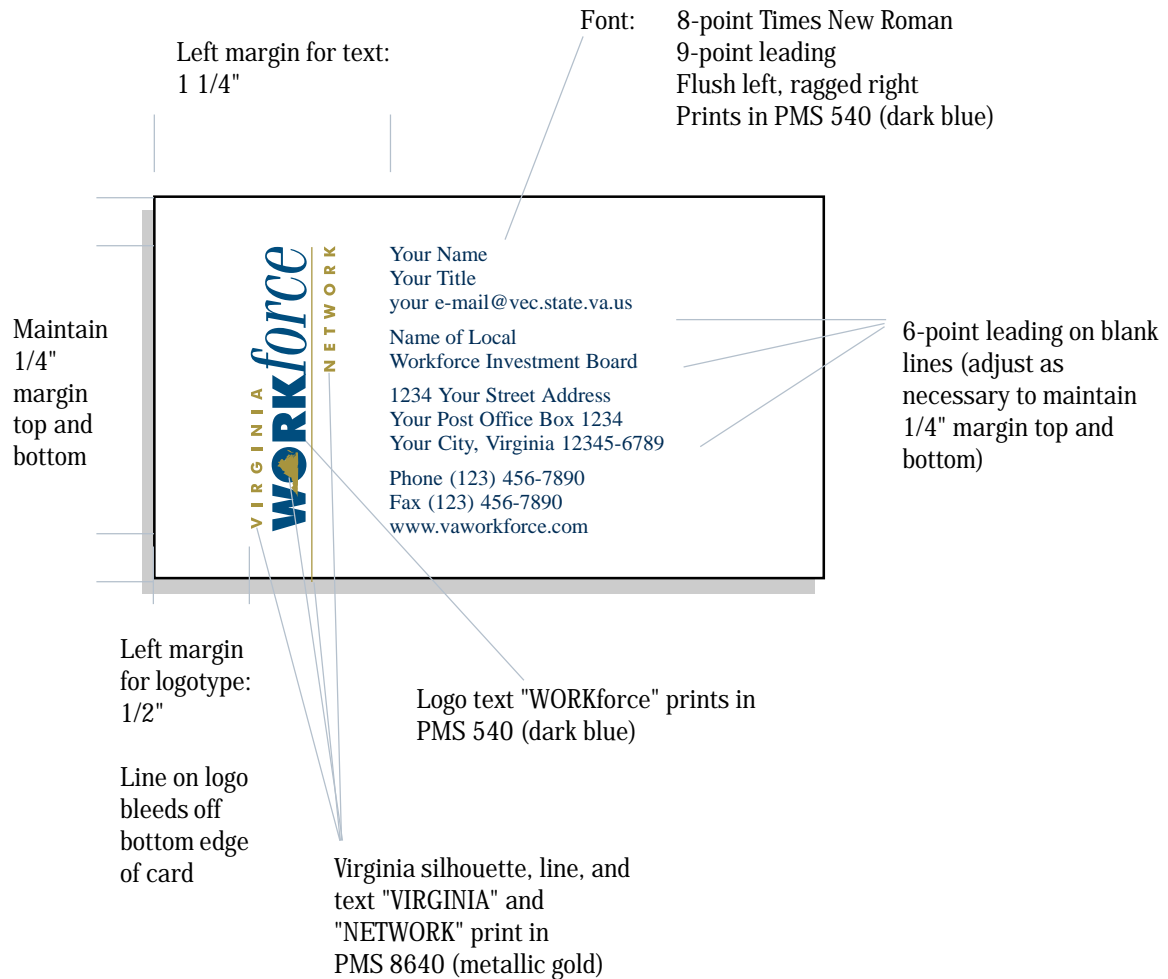
Sample of letterhead at 75%



Logo Style and Use Guidelines

Local Workforce Investment Boards

Business Card: 3 1/2" × 2"



Logo Style and Use Guidelines

Local Workforce Investment Board Sample Letterhead, Envelope, and Business Card





Virginia Employment Commission

703 East Main Street
Post Office Box 1358
Richmond, Virginia 23218-1358

VIRGINIA
workforce
NETWORK